

Allegheny County
Department of Human Services
Request for Proposals Q&A
RFP for Digital Platform Design and Development Support

February 7, 2019

1. Can companies from outside the USA can apply for this?

Yes.

2. Will we need to go to DHS for meetings?

While specific issues may require occasional on-site meetings, DHS expects that the majority of meetings could be held remotely.

3. Can we perform the tasks (related to RFP) outside the USA?

Yes.

4. Can we submit the proposals via email?

We accept Proposals only via email. Please see "Section 4: How to Submit a Proposal" in the RFP for more information.

5. Are you open to another solution then WordPress?

Yes, our preference is WordPress, but we will consider any CMS with comparable characteristics. Please see page 8 of the RFP.

6. Would this RFP consider vendors who are not locate close by?

Yes.

February 8, 2019

7. How many companies have been invited to respond to this RFP?

This is not a closed solicitation. Proposers do not need to be invited to submit a Proposal. In order to generate as much interest in the RFP as possible, we distributed the RFP announcement to many companies.

8. What criteria did you use to determine which proposers to invite to respond?

See question 7.

9. Would we be able to talk with any members of the Evaluation Committee or other stakeholders before submitting our response?

No. We cannot engage in any discussions with potential Proposers during the solicitation phase. All communication about the RFP must come through DHSProposals@alleghenycounty.us, and responses will be posted in this Q&A document.

February 11, 2019

10. Is it acceptable to include a cover letter in our response?

No, do not send any attachments other than what is specifically requested in the RFP and Response Form.

11. Can you briefly describe your business model? What role do you want this site to play in your business (automation, lead gen, education, etc.)?

We are a local government agency that provides services to vulnerable populations in Allegheny County. The objectives of the two immediate projects are further described in Section 2 of the RFP; broadly, they are a way to share information in an accessible location. In the case of the Client Experience website, it is a) a way to create a search-driven, self service environment for users to access information about human services and b) an entry point to other applications and data pertaining to human service delivery and usage.

12. Does the design of the two new websites include new logos, brand guidelines, tone and imagery? Will that be provided by the start of the project?

The Successful Proposer(s) will be provided with Allegheny County DHS brand guidelines at the start of the project, which should be kept in mind for both. Although they don't have to be strictly adhered to, the new sites should look related to other DHS digital properties in some way.

13. What new opportunities and promotions will you be using to drive users to the new website? Is there an opportunity for the winning bidder to help develop these additional elements and programs?

We recognize it will be necessary to promote these new sites in order to drive traffic to them and would consider working with the Successful Proposer(s) on ways to do this. If you would like to include these activities in your proposal, please include general estimates for promotional support activities in your proposed budget.

14. The RFP refers to content strategy, does it also include content development, photography or video services to create fresh content to support the strategy?

We have internal staff who can develop content (copy, photography, video) based on the Successful Proposer's(s') recommended strategy.

15. What are your requirements around GDPR and the California Consumer Privacy Act? We recommend all new site builds adhere to privacy rules set forth in these policies to protect the organization from future implications.

We are not subject to either of these laws. However, building to those standards is acceptable to the extent they meet or exceed the requirements we must follow as a HIPAA-covered entity.

16. Does the initial proposal include both Phase One and Phase Two? If not, is Phase Two work to be considered part of the Ongoing Maintenance?

Please include both phases of development for the Client Experience Website in your proposal.

17. On page 5, RFP References a list of requirements in Appendix A, already defined for the Client Experience Website. Appendix A only contained mock-ups. Will we have access to the other items mentioned? (User and stakeholder research, content strategy, and wireframes)

Yes, the Successful Proposer(s) will gain access to all of the work that's been done on the Client Experience Website to-date.

18. Do you require each vendor provide a proposal for each website? Do you prefer that one vendor handle both? What if we only want to bid on one?

No, you are not required to include a proposal for both websites. Each project (Client Experience Website, Hello Baby Website, and Ongoing Design and Development Support) will be scored separately. No additional points will be given for proposing more than one project. Please see the RFP Response Form for more details.

19. You mention \$500,000 for both sites. Can you please break that down between the 2 sites? Does that include ongoing site maintenance?

The \$500,000 budget does not include ongoing maintenance. For ongoing maintenance we ask that Proposers provide an estimate for costs associated with the Client Experience and Hello Baby Websites as well as a rate or other methodology associated with design and development of future websites and applications.

We do not have a set amount in mind for how much of the \$500,000 will be spent on each website; the final amount spent on each will depend on the budgets submitted and negotiated with the Successful Proposer(s). For each website that you are proposing, please provide a detailed budget and budget narrative that clearly explains and justifies all costs.

20. You mention a MWDBE waiver, where exactly can we find that? Do we lose points here if we are not able to meet your MWDBE goals?

The MWDBE Participation Statement, Contact Information form and Waiver Request form are available on our website at www.alleghenycounty.us/dhs/solicitations under the gray bar labeled "Required Documents." The Required Documents section has MWDBE resources including a guide for completing the documents. Please note that if requesting a Waiver, you must still complete the Contact Information Form and the Participation Statement.

The MWDBE documentation is not scored. Allegheny County's MWDBE Office reviews Proposals prior to a contract award, and Proposers must demonstrate a good faith effort at helping to meet Allegheny County's goals of 13% MBE contracts and 2% WBE contracts.

21. You mention providing audited financial statements or tax returns. Because we are a private company, we don't typically provide that information. Is this a disqualifier?

You may submit other financial documentation that attests to the financial health of your organization. Please note that if selected as a Successful Proposer, providing financial documentation is a requirement of contracting through Allegheny County.

22. How many vendors have received this RFP? Do you currently work with a website vendor now and if so, will they be responding?

Please see question 7 above. We do not currently work with a website vendor.

23. What are the top 2-3 Key Performance Indicators (KPIs) for a successful website redesign (for each site)?

For Client Experience portal:

- Awareness: Website traffic (also a corresponding increase in traffic to the applications and sites the portal links to), Search engine rankings
- Advocacy: Social media shares

- Pages view per session (how helpful and compelling is our content?) in conjunction with bounce rate and average session duration
- Client Satisfaction: (through analytics and other qualitative ways) what do users think of the UX?

For Hello Baby website:

- Awareness: Website traffic, Search engine rankings
- Advocacy: Social media shares (since this site will be full of helpful resources for parents / caregivers)

24. What are the top 2-3 critical tasks a user should be able to accomplish easily on the new website (for each website)?

For Client Experience portal:

- Find the information they seek about a specific program or service (search should return only relevant results)
- Leave the site with actionable next steps
- Understand how to quickly and easily provide feedback

For Hello Baby website:

- Identify the parenting / caregiver resources in Allegheny County relevant to their child and family
- Understand offramps to get additional assistance

25. Do you have any existing usability test results, usage statistics (from Google Analytics for example) or user research?

User research for the Client Experience portal included focus groups, interviews and participatory design sessions with DHS clients and other stakeholders. A report was written summarizing these findings and that report will be shared with the Successful Proposer. Usage statistics for the [DHS pages](#) on the Allegheny County website (currently the only way users can find information about DHS programs and services) can be accessed and shared with the chosen vendor.

No user research has been done for the Hello Baby website.

26. Do you intend to acquire email addresses? Do you intend to send communications such as a newsletter or program updates?

We would like to collect email addresses for both the portal and the Hello Baby site so that we can create a communication channel with users who would like to subscribe. We aren't certain at this point what that communication might be (for example, we could segment Hello Baby subscribers by age of child and send relevant resources and information to them).

27. Do you have a tentative launch date for either or both sites? Which is the priority to launch first?

The Client Experience Portal launch does not coincide with a specific event so launch date has yet to be determined. The Hello Baby website is part of a larger initiative so the launch will likely coincide with other components of that project. Unfortunately, we do not have confirmed dates yet. We will work with the Successful Proposer(s) to establish timelines for both sites.

28. Throughout the RFP, there are references to only Front-end development. We are making the assumption that also includes the associated back end work such as site infrastructure, environment set up, CMS installation and configuration, database design, Data architecture and API integrations. Is that correct?

DHS will host the sites. DHS expects the Successful Proposer(s) to assist and guide in the installation and configuration of any suggested CMS, with the intent that DHS would eventually maintain this installation. DHS expects the Successful Proposer(s) to implement or assist with API integrations as necessary. DHS has the means to provide any of the other technical services but will consider proposals that include these services.

29. Page 10 of the RFP mentions Hello Baby Site and data hosting will be managed by DHS. Assuming the same is true for the Client Experience Site. Page 8 of the RFP mentions the need for unlimited traffic, bandwidth and storage. If DHS provides hosting, they will need to have servers that meet these requirements.

We have the capacity to host these sites.

30. Page 7 of the RFP mentions ability to participate in surveys and other feedback opportunities. Are these existing tools or will they be new builds?

We have existing tools that we are planning to use but may be interested in building new features in the future.

31. How frequently do you anticipate content and functionality changes for the Client Experience website?

We're seeking CMS solutions for both the portal and the website that make it easy for non-coders to update content.

32. How frequently do you anticipate content and functionality changes for the Hello Baby website?

We're seeking CMS solutions for both the portal and the website that make it easy for non-coders to update content.

33. As part of the need for universal resources, is DHS considering a Chatbot or Live Chat as part of the Hello Baby implementation?

We have considered the integration of a ChatBot or Live Chat for both the Client Experience portal and the Hello Baby website.

34. The scope is just for the public websites not customer portal, correct?

Current and former DHS clients should be able to log in to the Customer Experience website to access their personal service history and other data.

35. How open are you to modifying your existing wireframes and site design concepts? Who created these deliverables?

They were created internally. We will share research and insights related to the Client Experience portal with the Successful Proposer, which provided the foundation for current wireframes and design. We are open to collaborating on modifying them.

36. What is your expected completion date for both sites?

See Question 27 above.

37. Is there a main point of contact for the projects? Who will we be working with?

During the solicitation process, all communication about the RFP must go through DHSProposals@allegHENYcounty.us. The Successful Proposer(s) will work with internal DHS staff on the Technology and Communications teams.

38. Are there any API integrations that will need developed with third party systems? If yes, can you please list all that apply?

While we anticipate that integrating third-party APIs will likely be necessary for both websites, we do not have a complete list at this time.

February 12, 2019

39. How is content managed now on the site. Centrally or through various content authors?

If you're referring to the current [DHS pages](#) on the Allegheny County website, the portal is not intended to be a redesign. It will be a new and distinct digital property. The proposed CMSs for both the Client Experience Portal and Hello Baby websites should allow for multiple content authors.

40. Regarding the Requirement to Access Personal Information on Page 7 of the RFP (if they are a current or former DHS client) – is there a third-party platform being used for authentication and storage of personal information? What are the security requirements around integration?

There is a 3rd party platform in use that will manage user authentication, authorization, and storage of personal information. The Successful Proposer(s) should simply provide a link to this platform's login page.

41. Page 7 of the RFP mentions enabling current DHS clients to log into an existing application. Do these applications require additional authentication, will it be single sign on functionality along with access to personal information, or will this link users to external sources that require no integration into this site?

Please see Question 40.

42. Can you say more about how you expect to use survey and feedback tools (mentioned in Question 30)?

We would like the Client Experience website to utilize a mix of its own feedback tools to make it easy for users to share what they have learned from their human services interactions and to learn from the experiences of others, as well as utilizing (linking to) additional tools we already use, such as Neighborland and Qualtrics, for more targeted feedback campaigns.